

DRAFT

division V
commercial/industrial guidelines

COMMERCIAL/INDUSTRIAL GUIDELINES (Sub Areas 7 and 8)

Mixed Use Commercial District (Sub Area 7)

Refer to the guidelines specified in Division IV: Mixed Use Overlay Zone Guidelines which apply to those parcels fronting the southern edge of “F” Street.

Commercial Gateway District

Located at the southerly entrance to PD-32 from Lakewood Boulevard, the “Commercial Gateway Street” (“G” Street) is designed to constitute a primary “address” street for the commercial development zone. This four-lane road with enhanced parkway landscaping is envisioned to extend commercial traffic and identity into portions of the site that are currently inaccessible from local roadway patterns.

Buildings located adjacent to “G” Street should orient to and build to the setback line to create an urban character. Development parcels near Lakewood Boulevard are anticipated to include buildings with the greatest level of height and intensity. If parking structures are proposed within project- specific developments, views from public streets should be screened.

Primary or secondary access to building lobbies is encouraged to link directly to public roadways in order to promote pedestrian activity. In addition to holding visual continuity along “G” Street, buildings should be clustered to form plazas and other such semi-public spaces to add relief and interest to the overall streetscape.

Commercial District

Development activity in the commercial areas west of Fourth Street shall include a range of uses. Public streets with parkways and sidewalks will continue the urban design patterns initiated in other portions of the site. Building heights are expected to decrease in magnitude in these areas. Truck docks and service activity should be buffered from view through landscaping and building orientation.

Orientation

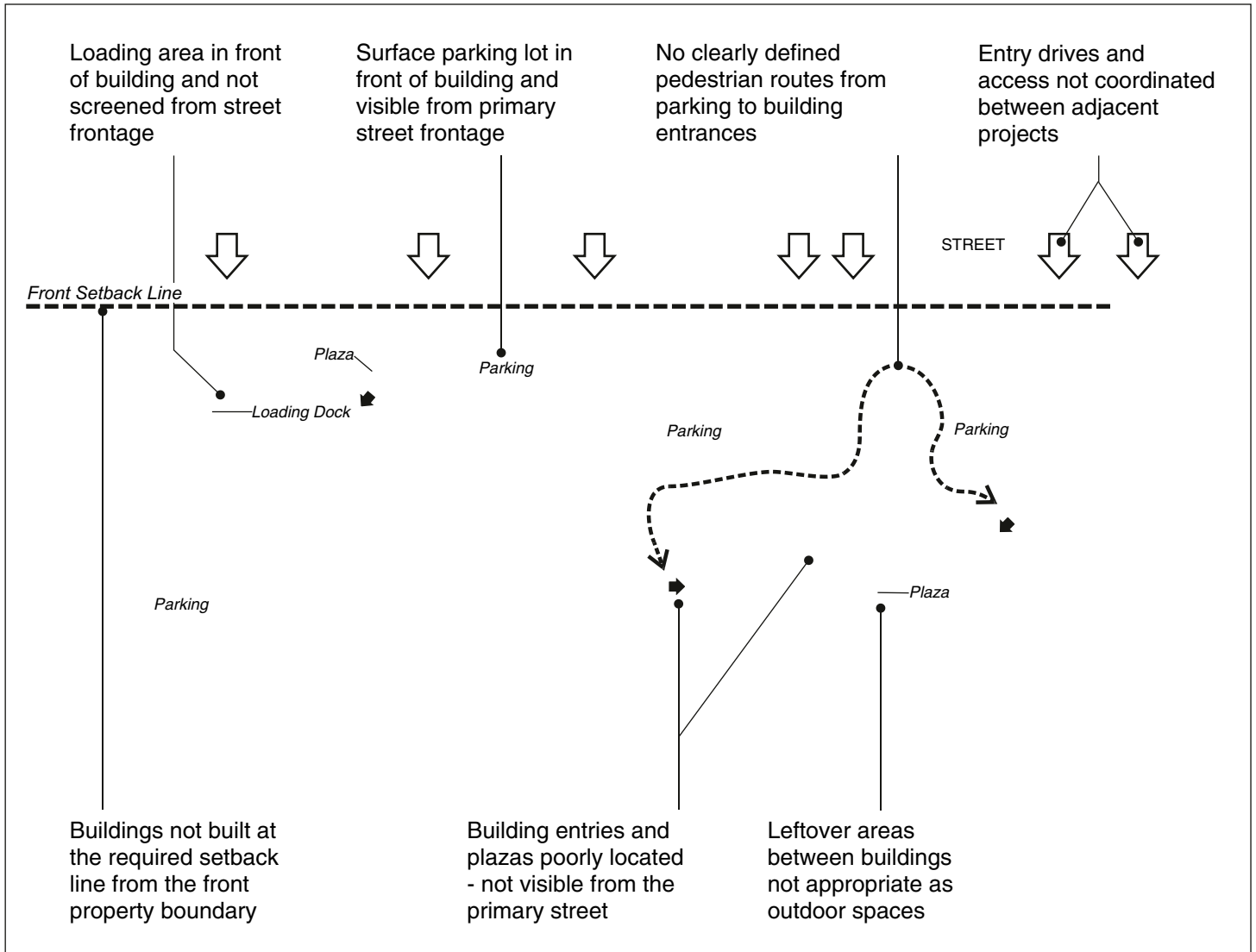
Buildings throughout the commercial and industrial areas should strive to reinforce the public street edges, rather than creating building islands surrounded by parking. (See Figures 74 and 75).

- Orient front building facades parallel to the street, and directly at the required setback line of the front property line in order to reinforce the street edge. (See Figures 74 and 75).
- Locate building entries, plazas, and pedestrian-oriented uses along the primary streets. (See Figure 75).
- Spaces between buildings should be used as outdoor rooms and should not be thought as leftover areas. Frame public gathering spaces and other usable spaces by buildings.
- Multiple buildings on a site should be clustered around a common landscaped open space to avoid unorganized sprawl.
- On commercial buildings locate outdoor eating areas/café seating for employees along public streets or in courtyard settings that reinforces the public realm.

Access

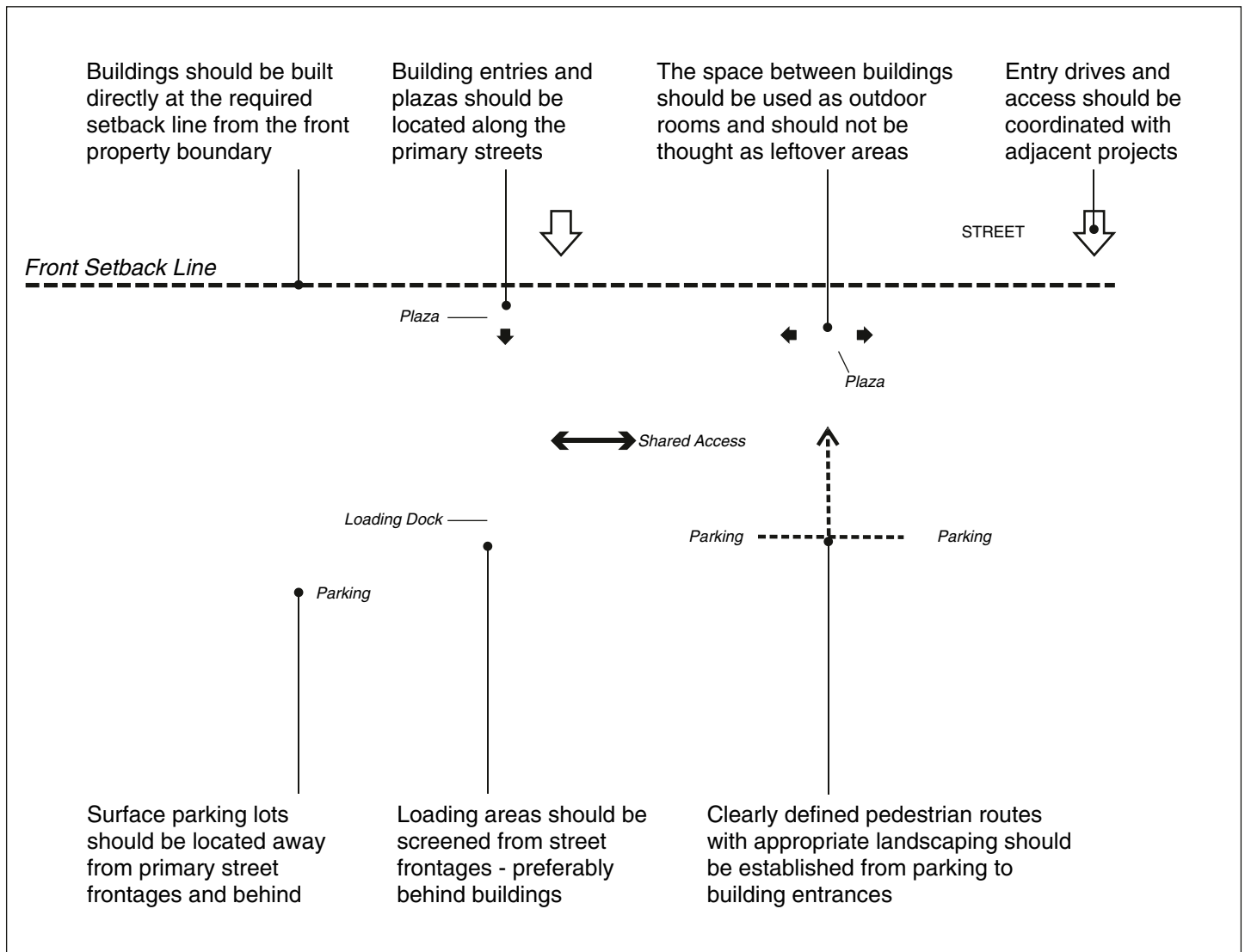
Provide access to parking while maintaining pedestrian scale and walkability.

- Car and pedestrian entries to a site should be separated, and clearly defined. Pedestrian walkways should be a minimum of 4 feet clear and should be protected from driveway by a 6 inch curb.
- Entry drives, and internal driveways should be located to reinforce the public street grid. Meandering driveways and internal roads are not desirable.
- Coordinate entry drives and access ways with adjacent projects in order to minimize disruption of landscaped street edges, and conflict with pedestrian use of sidewalks. (See Figure 75).
- Clearly define pedestrian routes from parking to building entrances by special landscaped walkways – pedestrian crossing of parking aisles should be minimized. (See Figures 74 and 75).
- Provide direct access from side streets to building entryways.
- In order to promote walkability, pedestrian linkages to the retail section of “F” Street should be provided.



UNDESIRABLE

Figure 74 : Commercial Districts - Access, Orientation and Site Planning (Undesirable Conditions)



DESIRABLE

Figure 75 : Commercial Districts - Access, Orientation and Site Planning (Desirable Conditions)

Parking / Service Areas

Parking and service areas should be designed as integral parts of building they serve, and should be located to minimize visual impacts from the public right-of-ways.

- Parking lots should not be the dominant visual element of the site. Parking should be broken down in smaller multiple lots separated by landscaping and buildings.
- Relegate parking to the rear and side of buildings. (See Figures 74 and 75).
- Parking aisles or spaces should not directly abut a building - provide a 4 feet wide minimum pedestrian walkway.
- Screen parking lots and garages from primary streets and residential neighborhoods by proper site planning, and secondarily through the use of landscape screening. (See Figure 76).
- Appropriately shield parking lighting so as not to spill over into residential uses, or other adjacent uses.
- Design parking lighting to preclude direct glare of lights onto adjoining properties or streets. (See Figure 76).
- Do not locate loading facilities at the front of buildings. Such facilities are more appropriate at the rear of the site. (See Figures 74 and 75).
- Loading areas should not be visible from public streets. Screening should be complete and should be integrated with the design of the building. (See Figure 77).
- Screen loading facilities through a combination of solid masonry walls and landscaping. (See Figure 77).
- Avoid placement of utility elements along the front setback. When transformers are unavoidable in the front setback area, they should be placed underground or screened by walls/landscaping – access to such utilities should be integrated as part of the screening strategy.
- Shared parking with parks and other public uses is encouraged.

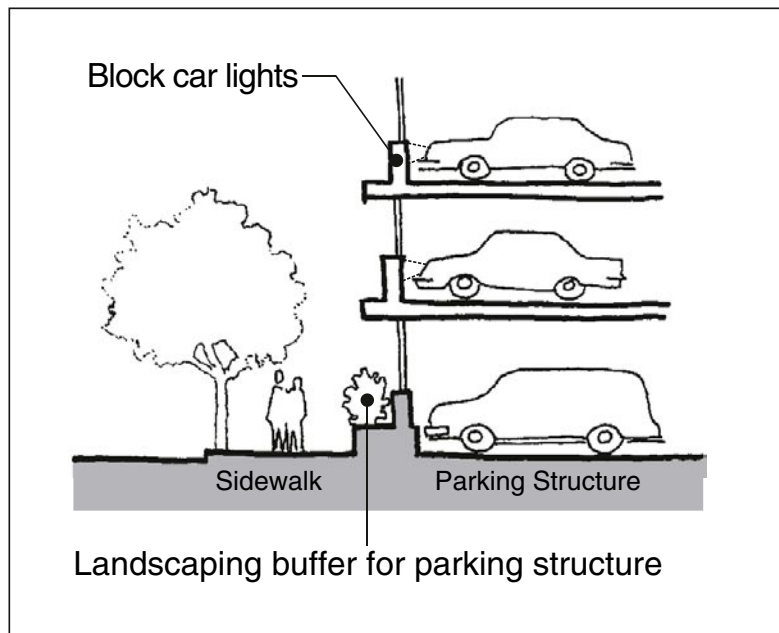
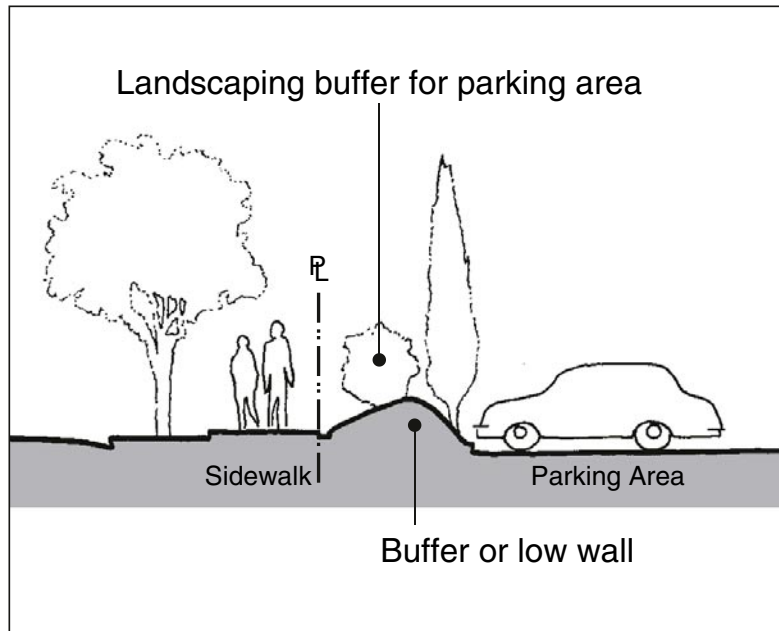


Figure 76 : Commercial Districts - Screening Parking from Public View

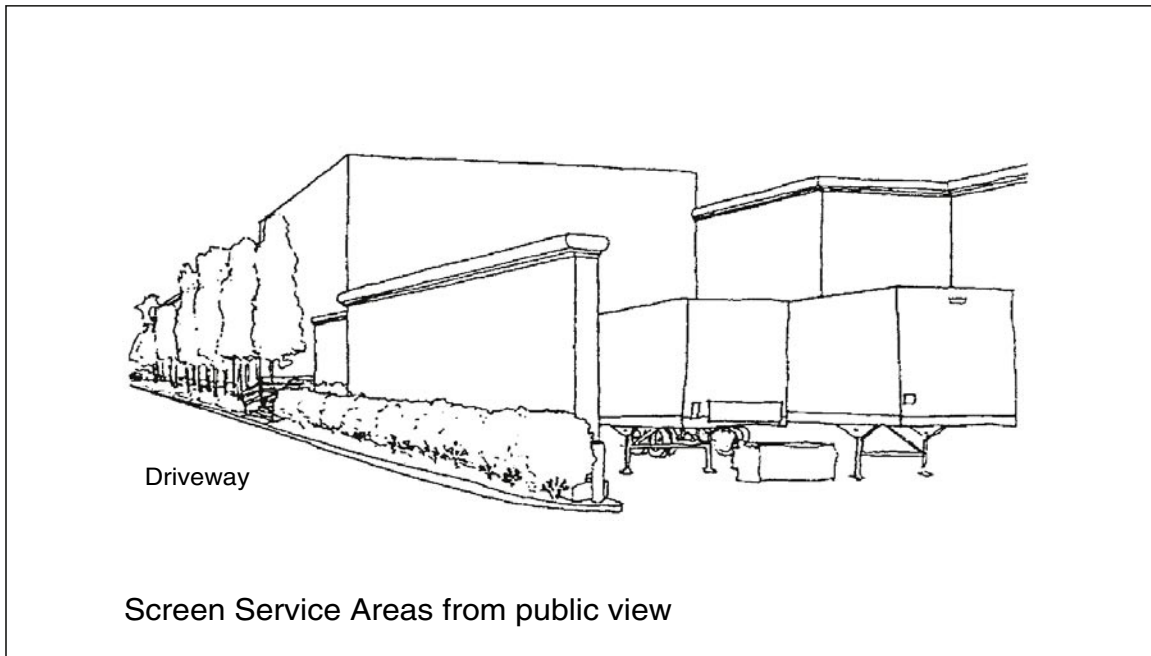
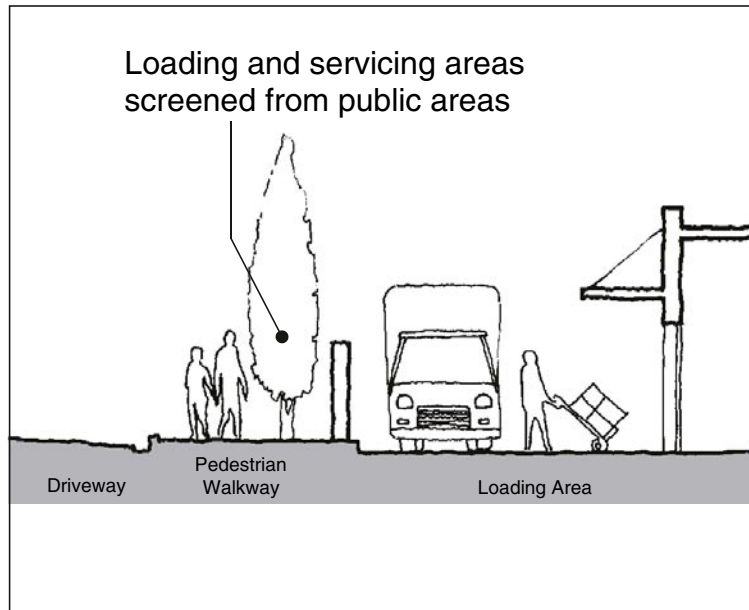
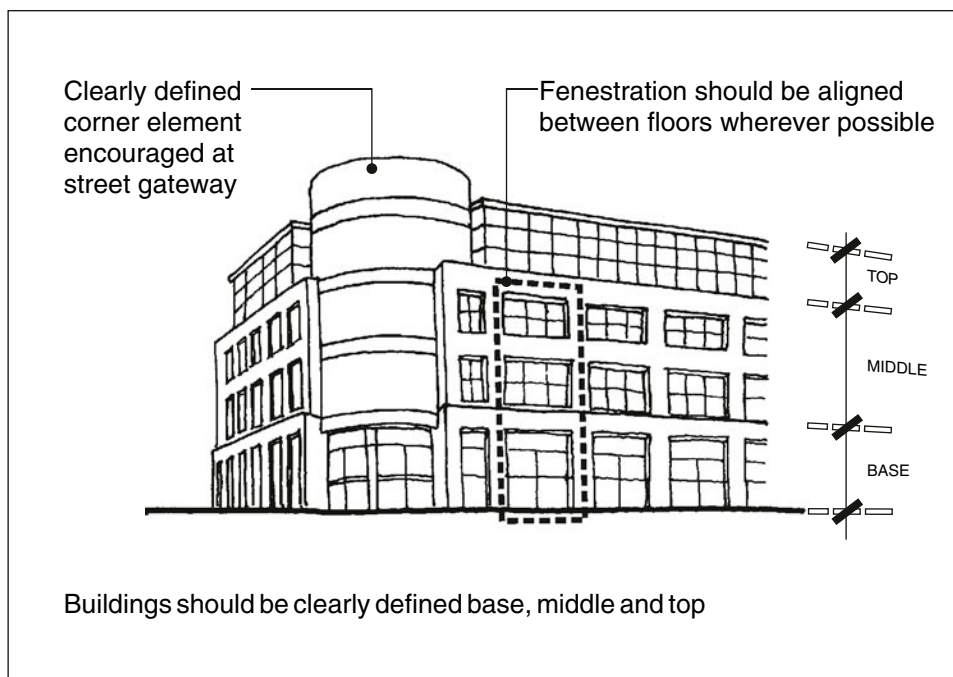


Figure 77 : Commercial Districts - Screening Service Areas from Public View

Architectural Design

While there is no specific architectural style being promoted by these guidelines, a commitment to lasting and durable buildings is a primary intent. The history of the place as an aircraft manufacturing site should also be used as a source of inspiration in terms of a modern architectural vocabulary.

- Projects should use a unifying vocabulary of forms and architectural elements that reflect a contemporary style.
- Building entrances should be clearly defined and articulated. (See Figure 80).
- Projects should provide human scale architectural features such as arcades, texture, and upgraded materials in areas of pedestrian activity.
- Courtyards, arcades and intimate spaces as a way to break down mass are encouraged.
- Visual interest should consist of articulation of facades, changes in plane, stepbacks, and use of materials. Paint does not constitute articulation. (See Figure 80).
- Facades wider than sixty feet (60') should be designed with a modular expression that breaks the facade scale to a width of thirty feet (30') or less.
- With the exception of warehouse buildings, unbroken volumes not desirable.



Visual interest should consist of articulation of facades, changes in plane, stepbacks, and use of materials.

Figure 78 : Commercial Districts - Building Massing

- Articulate building forms by varying roof heights and wall planes in a way that is integral to a building's interior volumes and structure. Additional height in certain areas for architectural features such as corner and entrance elements is encouraged.
- Buildings above four stories should have an expressed base, middle and top as part of the architectural composition, as a way to reduce the apparent height and promote pedestrian scale. (See Figure 78).
- Roofs should not be designed as attention-getting devices. Simple, roofs are encouraged.
- Stairways, elevators and similar architectural elements should be integral to the overall architecture – not afterthoughts.
- The appearance of doors and windows are critical elements in the design of buildings. High quality materials, proper placement and the use of recesses should be included in the selection and design of such elements.
- Screen all mechanical equipment for the building with architectural screening elements at least as high as the equipment being screened.
- Hide mechanical equipment on the roof by building elements that are designed as an integral part of the building architecture. Avoid materials and design elements that will result in contrast with the rest of the building. (See Figure 79).

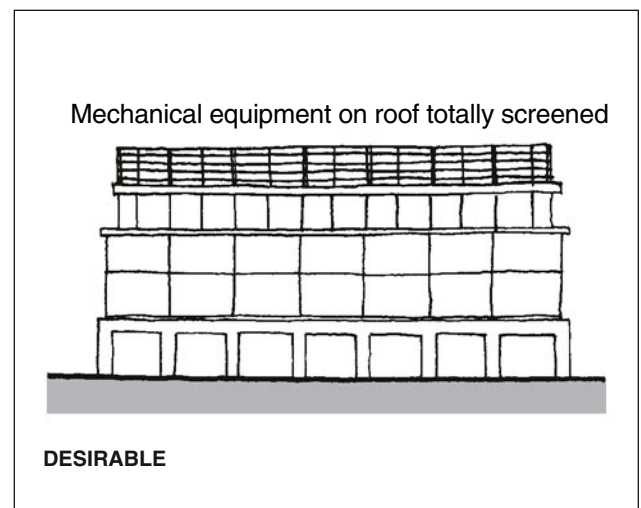
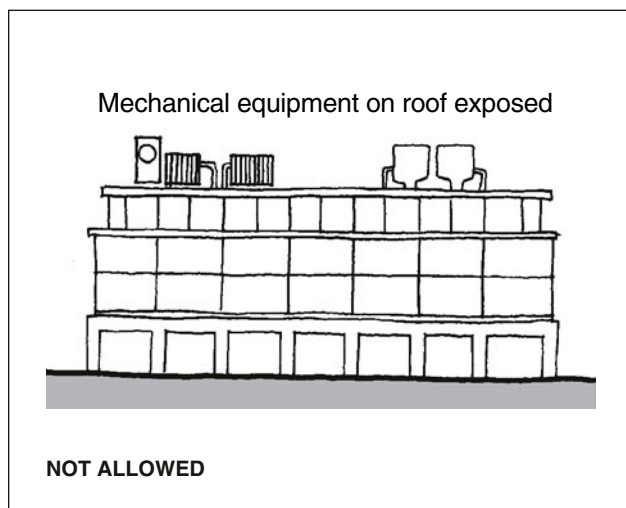


Figure 79 : Commercial Districts - Screening Rooftop Mechanical Equipment



a : Unbroken building volumes with no articulation are discouraged



b : Building forms articulated by varying heights and wall planes with clearly defined entrances are encouraged.

Figure 80 : Commercial Districts - Architectural Design and Facade Articulation

Materials & Color

Extreme contrasts in materials, colors, shapes and other characteristics which will cause buildings to stand out in excess of their public importance should be avoided.

- Materials that contribute to good quality architecture are: natural stone, smooth stucco with light finish, architectural concrete with integral color, fully backed metal panels, wood and brick accent. Metal and wood windows and doors should be architectural quality.
- Simulated materials and foam cornices and applied details are discouraged.
- Building entrances should be clearly defined and articulated. (See Figure 82).
- Provide upgraded materials in areas of pedestrian activity to promote human scale.
- Building colors should avoid primary colors. Larger buildings should use more subtle colors, and architectural accent should rely on changes in materials rather than paint.
- Minimize use of stucco on commercial buildings.



Courtyards, arcades and intimate spaces as a way to break down mass are encouraged

Figure 81 : Commercial Districts - Architectural Character

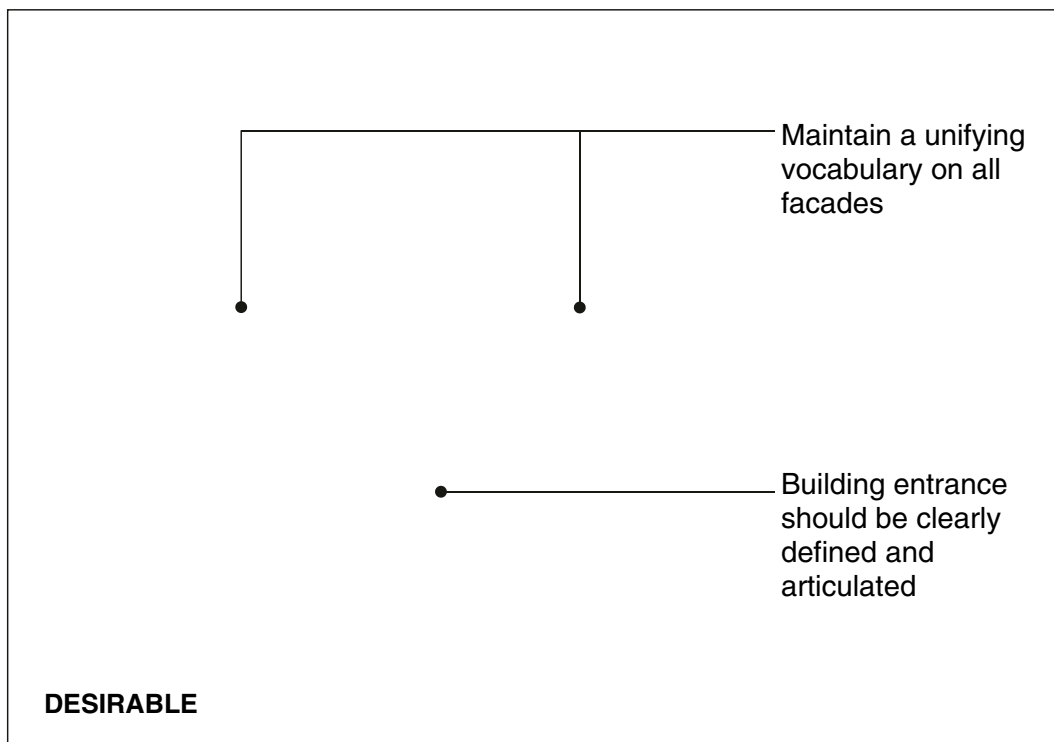
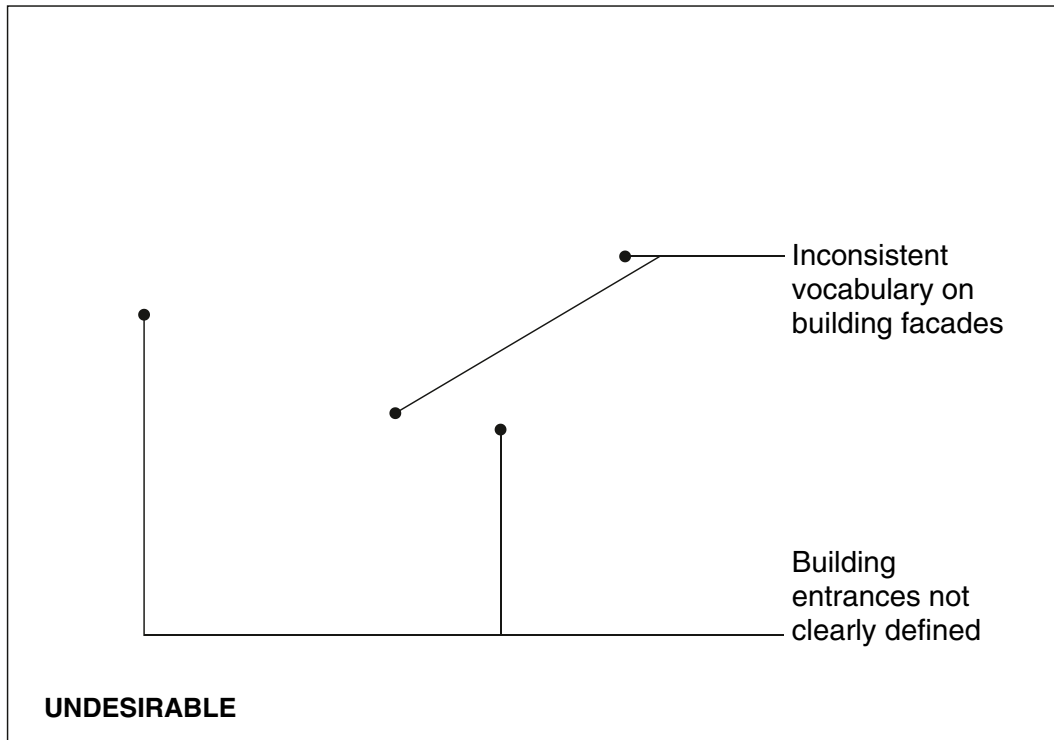


Figure 82 : Commercial Districts - Facade Treatment and Fenestration

Landscape Guidelines

Landscape in the commercial zone plays an important role in establishing the quality and character of Douglas Park. The intent of these guidelines is to promote a unique and cohesive landscape for all of Douglas Park while supporting the architecture and land uses associated with the commercial zone.

Landscape guidelines that apply to the Commercial/ Industrial zone areas are as follows:

Walls and Fences

- Walls, fencing, retaining walls shall be constructed of material, finish, and color complimentary of the building architecture.
- Wood fencing is not permitted.
- Seat walls are encouraged in usable open space areas.
- Retaining walls shall not exceed 4'-0" if visible from any off-site area.

Paving

- Paving should enhance the relationship of the building and landscape. (See Figure 83a).
- Enhanced paving, such as architectural concrete, is encouraged to promote an urban character. (See Figure 83b).
- A hierarchy of varying paving materials is encouraged.
- Finishes imitative of other materials, such as, stamped concrete are discouraged.



a : Paving should enhance the relationship of the building and landscape.



b : Enhanced paving, such as architectural concrete, is encouraged to promote an urban character.

Figure 83 : Commercial Districts - Paving Images

Site Furnishing

- Site furnishings should compliment the character of the architecture.
- Moveable site furnishings are encouraged in usable open space areas. (See Figure 84).

Moveable site furnishings are encouraged in usable open space areas.



Figure 84 : Commercial Districts - Site Furnishings

Irrigation

The intent of the irrigation criteria is to encourage efficient use of water resources while maintaining the character of the commercial area.

- All landscape areas are to be irrigated by a permanent automatic irrigation system.
- Irrigation design shall incorporate environmental considerations such as: plant material, sun, shade, soils, wind, and percolation rates.
- Moisture sensing and rain shut off devices are encouraged.
- Above ground irrigation devices such as backflow preventers and irrigation controllers are to be completely screened from off site views.
- Valve boxes are encouraged to be located in planting areas.
- Reclaimed water shall be used except where prohibited by code.
- Irrigation systems should be designed considering pedestrian safety and property damage.

Planting

- Planting design shall consider the ultimate size of the plant material.
- Planting design should complement the architectural style, scale, and density of the adjacent buildings.
- Buildings are encouraged to receive continuous shrub foundation plantings except in locations where glazing is present.
- Evergreen trees shall be the predominant material and should be used to screen and soften architecture.
- Evergreen, deciduous, and flowering trees may be used as accents. Evergreen material is encouraged.
- Flowering perennial and shrubs are preferred over annual color. Annual color should be reserved for accent areas only.
- Planting which requires low amounts of supplemental water is encouraged.
- Planting design shall consider water usage and maintenance needs.
- Building perimeter tree planting shall be minimum 25% 24" box; 75% 36" box; 48" box accents.
- Shrubs shall be minimum 10% 15 gallon; 60% 5 gallon; and 30% 1 gallon.
- Shrub and ground cover masses are required in setback areas.
- Turf should be limited to large usable open spaces. (minimum 150 sf).
- Ensure planting does not interfere with site lighting to ensure proper light coverage.
- Refer to the Plant Palette for suggested plant material. (See appendix).

Usable Open Space

- Usable open space such as courtyards and plazas are encouraged.
- Spaces should be designed to encourage social interaction.
- Landscape elements such as: fountains, public art, shade structures, seat walls are encouraged.
- Site furnishings such as: benches, bicycle racks, and table and chairs are encouraged.
- Enhanced paving is encouraged to promote a quality space.
- Usable lawn areas are encouraged.

Maintenance

The intent of the maintenance guidelines are to encourage a safe, clean, and healthy condition at all times.

- Trees should be maintained to allow for proper light distribution of adjacent light standards.
- Maintenance such as weeding, fertilization, mowing, pruning, light fixture maintenance, irrigation system maintenance, and trash removal shall occur on a regular schedule.
- Dead or poorly performing plant material is to be replaced once it is discovered.
- Graffiti shall be painted out within in 24 hours.
- Pruning shall insure that all signage remains visible.



Shrub hedges and tree massings screen parking areas and parking garages.



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Figure 85 : Commercial Districts - Screening Parking Areas

Screening

Screening of visually undesirable objects, such as utilities and parking areas, is required. Methods of screening may include masonry walls, overhead trellis, and landscape planting of evergreen material. (See Figure 85). These items should be integrated into the building/site design and not addressed as afterthoughts. Careful design consideration should be taken into account to prevent hidden areas from encouraging criminal activity. Lighting should be installed in these areas. The below items must be screened from off site views:

- Loading and service areas.
- Mechanical equipment such as air conditioners.
- Equipment such as backflow preventers and controllers.
- Utilities such as transformers and meters.
- Trash receptacle storage.
- Parking areas and parking garages.



Architectural detail and landscape accent lighting is encouraged to create project identity.

Figure 86 : Commercial Districts - Exterior Lighting

Exterior Lighting

The intent of the lighting criteria is to provide safety while enhancing the night time character of Douglas Park.

- Lighting shall be provided at all building entrances.
- Glare is not permitted to shine off site, all fixtures shall be shielded.
- Architectural detail and landscape accent lighting is encouraged to create project identity. (See Figure 86).
- Exposed fixtures should be selected to relate to the associated building architectural character.
- All fixtures shall be shielded or zero cut off.
- Lighting design shall consider pedestrian and vehicular use.
- Human scale fixtures are encouraged in pedestrian areas.
- Pedestrian connections from parking areas to building entrances shall be lit to provide orientation and safety.
- All fixtures shall be automatically controlled.
- Service area lighting shall only be visible within in the service area.
- Building addresses shall be lit.

Signage

The intent is to promote a high quality commercial character through sign design, method of illumination and materials. Signage shall be used in context of adjacent architecture. Signs which are visually “loud” are discouraged. Signs must comply with the minimum standards set forth in the Long beach Municipal Code (LBMC Section 21.44).

If a project involves five or more signs, the developer should apply for a sign program.

Additional Hotel Guidelines

Hotels are quasi-residential uses that relate in scale to multi-family residential buildings, but have specific requirements that should be taken into account to avoid conflicts with adjacent uses.

- Hotel design should avoid thematic architecture.
- Design buildings as a project that contributes to the urban character of the neighborhood. Design of an isolated enclave is not desirable.
- If located on “F” Street, the building must follow the design guidelines in the Mixed-Use Overlay Zone.
- All sides of the building should be consistent in style and quality of design. Avoid “back door” look. (See Figure 87b).
- The primary presence along the major street front should be the building and the drop-off, not the parking. (See Figure 87a). Locate the parking at the rear of the building.
- Parking, delivery and loading should be fully screened and invisible to the public.
- Parking and loading location should not disrupt pedestrian movement or impact privacy of guests.
- To insure privacy of guests, recreation facilities such as a pool should be located to avoid being heard or seen by the adjacent residents or public in general.
- The scale and design of the building should relate to its context. Stairways, corridors and other circulation systems should not be exposed to view, and should be integral to the design of the building.
- Balcony railings should be made of high quality materials that compliment the architectural composition and style. Utilitarian and inherently inexpensive hollow metal or pipe railings are not acceptable.
- Central air conditioning units should be used. Individual room units are not acceptable.



a : The primary presence along the major street front should be the building and the drop-off, not the parking.



b : All sides of the building should be consistent in style and quality of design. Avoid “back door” look.

Figure 87 : Hotel - Urban Character

Additional Business Park Guidelines (Office/ Light Industrial)

The following guidelines seek to achieve a well-planned and high quality environment, and to ensure compatibility between commercial/ industrial development and the proposed community character.

- Each project should be designed to carefully fit into its surroundings to contribute, rather than dominate the character of the area.
- Auxiliary structures associated with industrial buildings such as utility and storage buildings, should be compatible and integrated into the overall design.
- If walls are not required for specific screening and/ or security purposes, they should be avoided. Walls should be kept as low as possible while performing their function.
- Walls should be designed so they are compatible, and an extension of the buildings associated with the project. Avoid the “compound” look.
- Long expanses of walls and fences should be articulated to prevent monotony. The maximum length of an un-articulated wall should be 30 feet, and the minimum articulation in plan should be 6 inches in depth and 2 feet in width.
- Architectural elements that are strongly discouraged include: traditional historic references; large blank/ flat surfaces; exposed concrete block walls; exposed roof drains; un-articulated box like structures.
- Combination of materials is encouraged to achieve visual interest. Avoid monolithic and monochromatic structures.
- Warehouse and light industrial buildings should avoid blank walls facing public streets - locate administrative offices, breakrooms and uses that require windows, entries and human activity towards the street.
- Roofs are a critical element in the design of industrial buildings. Rooflines should include variations to avoid long continuous planes.
- Brightly colored and highly reflective roof surfaces, including exposed galvanized metal and illuminated roofing materials are discouraged.
- All metal buildings are appropriate only when they are designed to have an exterior appearance that conveys the same high quality of conventional structures. Stock, “off-the-shelf” metal buildings are strongly discouraged.
- Light, neutral colors should be used in light industrial buildings to help reduce their perceived size. Changes in materials for trim pieces are encouraged for visual interest. Paint should not be used as a method of achieving visual interest.



a : Buildings should have a clearly defined main entrance



b : Locate uses that require windows and entries towards the street

Figure 88 : Business Park - Architectural Character

